

MOTOR AGE 1960 INDEX

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Editorial note: This year in response to requests "Clearing House Problems" are listed—marked by (ch) after the item.

Body Shop Tips are listed under the Body Work heading. The symbol (sf) after an item means the story was a special feature item in the Motor Age Body Shop.

RADIATORS, COOLING SYSTEMS, AIR CONDITIONING SYSTEMS

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MOTOR AGE—JANUARY 1961 YOUR TICKET TO AN INDUSTRY PREVIEW

1961 will open broad new horizons for Motor Age readers bent on building their volume and profits. New opportunities for men whose ambition it is to be better managers, better merchandisers.

With new car and truck registrations at an all time high there should be plenty of business for service-minded operators, regardless of gloom, indecision or an economic "coffee break." There will be plenty of work to be done and you can read all about it in the "Leadership Forecasts" a new service for Motor Age readers.

Your ticket to the Preview will be reported in advance stories on the National Automobile Dealer Assn. Convention and Equipment Exhibit in San Francisco and the Automotive Industry Service Assn. Convention and Show, the latter presented by the Pacific Automotive Show in Los Angeles.

Then again, take the new technical innovations for 1961. Motor Age editors will discuss new developments such as aluminum engines, transaxles, new automatic transmissions, self-adjusting brakes, anti-smog devices, voltage regulators and compact car tune-up.

CURRENT PASSENGER CAR PRICE, WEIGHT AND BODY TABLE

Following are prices at factory for cars with standard equipment as of Nov. 23, 1960
State or local taxes, transportation and finance charges and optional equipment are extra.

	BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charge	Suggested Price at Factory including Federal Taxes	Shipping Weight		BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charge	Suggested Price at Factory including Federal Taxes	Shipping Weight		BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charge	Suggested Price at Factory including Federal Taxes	Shipping Weight						
AMERICAN MOTOR CORP.						CHRYSLER CORP., cont'd						FORD MOTOR CO., cont'd						GENERAL MOTORS, cont'd					
RAMBLER						Hardtop, 2d.						THUNDERBIRD						CHEVROLET, cont'd					
American-8						2503 199 2702 3520						Hardtop						Sta. Wag., 8p.					
DeLuxe						2558 203 2761 3555						Convertible						2835 264 3099 3930					
Sedan, 2d.						2738 217 2953 3580						3428 329 3755 3799						CORVAIR					
Sedan, 4d.						2129 2595						3860 362 4222 3897						500					
Sta. Wagon, 2d.						2080 2552						5565 502 6067 6215						Coupe					
Sta. Wagon, 4d.						2129 2595						6166 547 6713 6215						Sedan, 4d.					
Super-6						2706 215 2921 3700						600						Sta. Wag.					
Sedan, 2d.						2767 220 2987 3690						Sedan, 2d.						1750 170 1920 2320					
Sedan, 4d.						2840 225 3065 3740						Sedan, 4d.						1800 174 1974 2335					
Sta. Wagon, 2d.						2972 235 3207 3765						Meteor-6						2075					
Sta. Wagon, 4d.						3011 238 3249 4115						Meteor-8						Coupe					
Convertible						3118 246 3364 4125						600						Sedan, 4d.					
Classic-6						2706 215 2921 3700						Sedan, 2d.						1880 179 2039 2380					
DeLuxe						2767 220 2987 3690						Sedan, 4d.						2135 198 2331 2555					
Sta. Wag., 4d., 2s.						2972 235 3207 3765						2201 216 2417 3549						900					
Super						3011 238 3249 4115						2251 220 2471 3616						Coupe					
Sedan, 4d.						3118 246 3364 4125						2367 228 2595 3582						95					
Imperial						2706 215 2921 3700						2417 232 2649 3664						Spts. Wag.					
Southampt., 2d.						4481 442 4923 4715						2423 233 2656 3596						2433 218 2651					
Southampt., 4d.						4654 455 5109 4740						2483 238 2721 3682						CORVETTE					
Crown						4928 475 5403 4790						2562 244 2806						Sports car					
Southampt., 2d.						4928 475 5403 4790						2562 244 2806						3619 315 3934 2905					
Southampt., 4d.						5155 492 5647 4855						2562 244 2806						OLDSMOBILE					
Convertible						5273 501 5774 4885						2562 244 2806						F-85					
Le Baron						5670 556 6426 4875						2562 244 2806						Sedan, 4d.					
Southampt., 4d.						5670 556 6426 4875						2562 244 2806						2175 209 2384 2541					
Lancer						1832 155 1987 2365						2562 244 2806						Del. Sed., 4d.					
Sedan, 2d.						1889 160 2049 2595						2562 244 2806						2300 219 2519					
Sedan, 4d.						2178 183 2362 2760						2562 244 2806						Sta. Wag., 2s.					
Wagon, 6p.						1968 166 2134 2605						2562 244 2806						2425 229 2654 2716					
Hardtop, 2d.						1983 168 2151 2595						2562 244 2806						2550 239 2799					
Hardtop, 4d.						2257 199 2446 2775						2562 244 2806						Series 88					
PLYMOUTH†						2257 199 2446 2775						2562 244 2806						Sedan, 2d.					
Savo-V8						2170 174 2344 3440						2562 244 2806						2574 261 2835 3966					
Sedan, 2d.						2217 178 2395 3465						2562 244 2806						2634 266 2908 4031					
Sedan, 4d.						2290 183 2473 3450						2562 244 2806						Hol. Coupe					
Belvedere-V8						2337 187 2545 3470						2562 244 2806						2687 269 2936 3961					
Sedan, 4d.						2357 188 2545 3460						2562 244 2806						2759 275 3034 4074					
Fury-V8						2463 196 2659 3515						2562 244 2806						Convertible					
Sedan, 4d.						2485 198 2683 3520						2562 244 2806						2991 293 3284 4068					
Hardtop, 2d.						2538 202 2740 3555						2562 244 2806						Fiesta, 2s.					
Hardtop, 4d.						2717 215 2932 3535						2562 244 2806						3336 329 3665 4382					
Convertible						2488 198 2686 3545						2562 244 2806						Fiesta, 3s.					
DeLuxe, 2d., 6p.						2560 203 2753 3585						2562 244 2806						3436 337 3773 4448					
Custom, 4d., 6p.						2636 209 2845 3585						2562 244 2806						Series 88					
Custom, 4d., 9p.						2738 217 2955 3695						2562 244 2806						3533 354 3887 4231					
Sport, 4d., 6p.						2772 219 2999 3995						2562 244 2806						Hol. Sedan					
Sport, 4d., 9p.						2872 227 3099 3995						2562 244 2806						3658 363 4021 4261					
VALIANT						1782 151 1933						2562 244 2806						3715 368 4083 4181					
V-100						1838 156 1994						2562 244 2806						3786 373 4159 4311					
Sedan, 2d.						2128 179 2397						2562 244 2806						3978 387 4362 4221					
Sedan, 4d.						1827 163 2090						2562 244 2806						Pontiac					
Sta. Wag., 2s.						1952 165 2117						2562 244 2806						Tempest					
V-200						2158 186 2403						2562 244 2806						1875 182 2167 2801					
Sedan, 4d.						1830 168 1998 2399						2562 244 2806						2225 213 2438 2901					
Hardtop, 2d.						1880 173 2053 2432						2562 244 2806						Catalina					
Hardtop, 4d.						2119 191 2310 2548						2562 244 2806						2390 241 2631 3611					
Ford MOTOR CO.						2158						2562 244 2806						Sedan, 4d.					
COMET						1830 168 1998 2399						2562 244 2806						2456 246 2702 3711					
Sedan, 2d.						1880 173 2053 2432						2562 244 2806						Spt. Sedan, 2d.					
Sedan, 4d.						2119 191 2310 2548						2562 244 2806						2456 246 2702 3711					
Sta. Wag., 4d.						2158						2562 244 2806						Spt. Coupe					
FALCON						1746 156 1912 2259						2562 244 2806						2515 251 2786 3611					
Tudor						1803 171 1974 2288						2562 244 2806						2586 256 2842 3711					
Fordor Sedan						2036 199 2225						2562 244 2806						Vista Sed., 4d.					
Galaxie-V8						2074 194 2268						2562 244 2806						2586 256 2842 3711					
Tudor Sedan						2420 232 2632 3596						2562 244 2806						Convertible					
Fordor Sedan						2470 236 2706 3658						2562 244 2806						2805 273 3078 3811					
Club Vici						2536 242 2778 3658						2562 244 2806						Sta. Wagon, 6p.					
Town Vici						2536 242 2778 3658						2562 244 2806						2825 274 3099 4111					
Starliner						2478 237 2713 3615						2562 244 2806						Sta. Wagon, 9p.					
Sunliner						2708 255 2963 3792						2562 244 2806						2925 282 3207 4111					
Sta. Wag.-V8						2465 237 2702 3814						2562 244 2806						Ventura					
Tuder Ranch						2530 242 2772 4009						2562 244 2806						Spt. Coupe					
Fordor Ranch						2619 249 2866 4032						2562 244 2806						2706 265 2971 3711					
Ctry. Sed., 4d., 6p.						2672 257 2922 4080						2562 244 2806						Sedan, 4d.					
Ctry. Sed., 4d., 9p.						2795 282 3057						2562 244 2806						2777 270 3047 3711					
Ctry. Squire, 6p.						2860 287 3127 4084						2562 244 2806						Star Chief					
Ctry. Squire						2860 287 3127 4084						2562 244 2806						2736 267 3003 3711					
DODGE DART†						2167 175 2362 3470						2562 244 2806						Vista Sed., 4d.					
Sedan, 2d.						2235 179 2414 3515						2562 244 2806						2859 277 3136 3711					
Sedan, 4d.						2575 205 2780 3820						2562 244 2806						Bonneville					
Sta. Wag., 4d., 6p.						2310 178 2486 3460						2562 244 2806						2970 286 3255 3711					
Pioneer-V8						2356 182 2564 3500						2562 244 2806						3040 291 3331 3711					
Sedan, 4d.						2356 182 2564 3500						2562 244 2806						3040 291 3331 3711					
Sta. Wag., 4d., 9p.						2356 182 2564 3500						2562 244 2806						3175 301 3476 3711					
Phoenix-V8						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sedan, 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
STUDE-PAKARD CORP.						2167 175 2362 3470						2562 244 2806						2970 286 3255 3711					
STUDEBAKER						2235 179 2414 3515						2562 244 2806						3040 291 3331 3711					
Lark-6						2575 205 2780 3820						2562 244 2806						3040 291 3331 3711					
DeLuxe						2310 178 2486 3460						2562 244 2806						3175 301 3476 3711					
Sedan, 2d.						2356 182 2564 3500						2562 244 2806						3225 305 3530 4711					
Sedan, 4d.						2356 182 2564 3500						2562 244 2806						3225 305 3530 4711					
Sta. Wag., 4d.						2356 182 2564 3500						2562 244 2806						3225 305 3530 4711					
Regal						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sedan, 2d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sedan, 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sta. Wag., 2d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sta. Wag., 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Regal						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sedan, 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Hardtop, 2d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sta. Wag., 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Convertible						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Cruiser, 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Sedan, 4d.						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					
Spt. Coupe						2482 198 2680 3535						2562 244 2806						3225 305 3530 4711					

